



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Abar Media  
6190 Grovendale Court  
Suite 200  
Alexandria, VA 22310

Schedule Dates	10/23/12-10/29/12	Date Entered	09/05/12
Advertiser	Poly Roberts/D/Congress (16889)	Last Modified	09/05/12
Agency	Abar Media (2878)	Entered By	Jill Hipskind
Product	Political (1065)	CO-OP	No
Brand	579 CONG (136550)	Headline #	06304511
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	SCATTERGOOD,JEFF /	Order Type	Normal
Buyer Name	SCATTERGOOD,JEFF	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	579	Commission	\$6,311.25
Account Types	National/Political	Net Total	\$35,763.75
Billing Type	National/Political	Sales Tax	
Comments	ROBERTS FOR CONGRESS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , JENNIFER ROBERTS FOR CONGRESS		

**Contract # 330110**

Date Entered 09/05/12  
Last Modified 09/05/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06304511  
Demo

By Broadcast Month Spots Rate  
Oct. 2012 59 \$30,155.00  
Nov. 2012 12 \$11,920.00  
Grand Total: 71 \$42,075.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
1.0	Normal Line / Spot	10/24/12-10/25/12	6	:30	5A- 5:30A (EST)	3		X	X					3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
2.0	Normal Line / Spot	10/24/12-10/25/12	6	:30	5:30A- 6A (EST)				1	1				2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
3.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5:30A- 6A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
4.0	Normal Line / Spot	10/24/12-10/26/12	6	:30	6A- 6:30A (EST)					1	1	1		3	\$750.00	\$2,250.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
5.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6A- 6:30A (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
6.0	Normal Line / Spot	10/24/12-10/26/12	6	:30	6:30A- 7A (EST)					1	1	1		3	\$750.00	\$2,250.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
7.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6:30A- 7A (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
8.0	Normal Line / Spot	10/24/12-10/26/12	6	:30	7A- 8A (EST)						1	1	1	3	\$700.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
9.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7A- 8A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
10.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	8A- 9A (EST)						1	1	1	1	4	\$600.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
11.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	8A- 9A (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
12.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	9A- 10A (EST)						1	1	1	3	\$245.00	\$735.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
13.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	10A- 11A (EST)						1	1	1	3	\$245.00	\$735.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	
14.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	11A- 12P (EST)						1		1	2	\$325.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12	

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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**Contract # 330110**

Schedule Dates 10/23/12-10/29/12  
Advertiser Po/J Roberts/D/Congress (16889)

Agency Abar Media (2878)  
Product Political (1065)

Brand 579 CONG (136550)  
Sales Office Teletrep/Philadelphia, Philadelphia (1057)

Salesperson Teletrep/Philadelphia  
Buyer Name SCATTERGOOD,JEFF  
Phone/Fax /  
CPE 579

Account Types National/Political  
Billing Type Standard  
Comments

ROBERTS FOR CONGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,  
JENNIFER ROBERTS FOR CONGRESS

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Oct. 2012	59	\$30,155.00
Nov. 2012	12	\$11,920.00
<b>Grand Total:</b>	<b>71</b>	<b>\$42,075.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	12P- 1P (EST)			1		1				2	\$245.00	\$490.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
16.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	12P- 1P (EST)			1						1	\$245.00	\$245.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
17.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	1P- 2P (EST)			1		1				2	\$265.00	\$530.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
18.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	2P- 3P (EST)					1				1	\$265.00	\$265.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
19.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	4P- 5P (EST)				1		1			3	\$600.00	\$1,800.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
20.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	4P- 5P (EST)					1				1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
21.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5P- 5:30P (EST)					1	1	1		4	\$700.00	\$2,800.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
22.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5P- 5:30P (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
23.0	Normal Line / Spot	10/24/12-10/26/12	6	:30	5:30P- 6P (EST)					1	1	1		3	\$750.00	\$2,250.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
24.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5:30P- 6P (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
25.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6P- 6:30P (EST)					1	1	1		3	\$900.00	\$2,700.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
26.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6P- 6:30P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
27.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	7P- 7:30P (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
28.0	Normal Line / Spot	10/23/12-10/24/12	6	:30	7:30P- 7:58P (EST)					1	1			2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12

**CONFIRMATION CONTRACT**

Accepted/Agency/Advertiser:

Date:

Accepted/Station:

Date:

Comments:

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Last Modified 09/05/12  
Entered By Jill Hipskind  
CO-OP No  
Grand Total: 71 \$42,075.00



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Charlotte, NC 28206-2700

Schedule Dates  
Advertiser  
Agency

Product Political (1065)  
Brand 579 CONG (136550)  
Sales Office Telerep/Philadelphia  
Buyer Name SCATTERGOOD, JEFF  
Phone/Fax /  
CPE 579  
Account Types National/Political  
Comments Standard

ROBERTS FOR CONGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, JENNIFER ROBERTS FOR  
CONGRESS

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	11P- 11:35P (EST)				1					1	\$750.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
30.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11P- 11:35P (EST)									1	\$750.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
31.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	11:35P- 12:05A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
32.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	8P- 10P (EST)									1	\$4,800.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
33.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	6A- 7A (EST)									1	\$225.00	\$225.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
34.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	7A- 8A (EST)									1	\$225.00	\$225.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
35.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	8A- 9A (EST)									1	\$400.00	\$400.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
36.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	12P- 12:30P (EST)									1	\$200.00	\$200.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
37.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	11:30P- 12:05A (EST)									1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
38.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	5:30A- 6A (EST)									1	\$75.00	\$75.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
39.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6A- 7A (EST)									1	\$225.00	\$225.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
40.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	8A- 9A (EST)									1	\$450.00	\$450.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
41.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	9A- 10A (EST)									1	\$500.00	\$500.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12
42.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	12P- 12:30P (EST)									1	\$200.00	\$200.00	Charlotte (WSOC)	1X MAX/DAY	9/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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REP HEADLINE# 6304511  
\$\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-225-4100 CREDIT ADVISORY: AGENCY ORDER WORKSHEET  
CREDIT RISK !!! HARRIS REPORT FROM REP  
\*\*CHANGES\*\*

! ! !  
FROM REP SEP5/12 14 . 00  
\*\*CHANGES\*\* \*\*\* WSOC-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI / J ROBERTS / D / CON / NC  
 AGY # 522 AGY. NAME ABAR HUTTON MEDIA

REP. #	OFF. #	220	SALESMAN	#
BUYER NAME	JEFF SCATTERGOOD			

6190 GROVELDALE COURT, SUITE 200  
ALEXANDRIA, VA 22310  
COMMERCIAL "C-704517"

Sales Person Name: Nick Williams

PRDCT ROBERTS FOR CONGRESS EST#579 COMMENTS: (LINE, ORDER, INVO  
FLIGHT DATES OCT23/12 OCT29/12 WK-1

卷之三

CITY TAX \_\_\_\_\_  
STATE TAX \_\_\_\_\_  
CO-OP BILLING NEEDED \_\_\_\_\_  
D.R.P. \* \* REV'TION

DATE SEP 5 / 12 14.00

TO JILL  
FR JARED  
CORRECTED LINE 1  
PLS CNF THANKS

JENNIFER ROBERTS FOR CONGRESS

CITY TAX \_\_\_\_\_  
STATE TAX \_\_\_\_\_  
CO-OP BILLING NEEDED \_\_\_\_\_

DATE SEP 5 / 12 14.00

TO JILL  
FR JARED  
CORRECTED LINE 1

REP HEADLINE# 6304511  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP5/12 14.00  
\*\*CHANGES\*\* \*\*\* WSOC-TV \*\*\*

MARKET TOTALS	\$116,875	WSOC	36%	WBTV	33%	WCNC	22%	WCCB	7%	WJZY	1%	WMYT	0%	WAXN	1%
SVC- NSI		CABL	0%												
DEMOS- RA35+*															
MOD CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME					
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS	PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE						



REP HEADLINE# 6304511  
\*\*\* OCTOBER 1940 \*\*\*

REP: TEL# 610-225-4100 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 010-444-1424 CREDIT RISK !!! HARRIS REPORT FROM REP

SEP4/12 18.12  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6304511  
\*\*\* ORIGINAL REV#0 \*\*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-4124  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP4/12 18.12  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6304511  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENT  
ORDER WORKSHEET

CREDIT RISK !!!  
HARRIS REPORT FROM REEF

SEP 4 / 12 18 . 12  
\*\*\* 1000 AM + + +

REP HEADLINE# 6304511  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1171  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP4/12 18.12  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD:	TIME	PERIOD	: LGTH :	SEC :	RATE	: START	: END	: SPTS:	WEEK :	DAYS	:TOTL:	:SPTS:
					:	:		:	:					
35			800A-900A		30		\$400.00	10/27	10/27	1		SAT		1
PROGRAM	:	GMA SAT			30		\$200.00	10/27	10/27	1		SAT		1
36			1200N-1230P		30		\$600.00	10/27	10/27	1		SAT		1
PROGRAM	:	NEWS			30		\$600.00	10/27	10/27	1		SAT		1
37			1130P-1205A		30		\$600.00	10/27	10/27	1		SAT		1
PROGRAM	:	NEWS			30		\$75.00	10/28	10/28	1		SUN		1
38			530A-600A		30		\$225.00	10/28	10/28	1		SUN		1
PROGRAM	:	NEWS			30		\$225.00	10/28	10/28	1		SUN		1
39			600A-700A		30		\$450.00	10/28	10/28	1		SUN		1
PROGRAM	:	NEWS			30		\$450.00	10/28	10/28	1		SUN		1
40			800A-900A		30		\$500.00	10/28	10/28	1		SUN		1
PROGRAM	:	GMA SUN			30		\$500.00	10/28	10/28	1		SUN		1
41			900A-1000A		30		\$200.00	10/28	10/28	1		SUN		1
PROGRAM	:	THIS WEEK			30		\$200.00	10/28	10/28	1		SUN		1
42			1200N-1230P		30		\$200.00	10/28	10/28	1		SUN		1
PROGRAM	:	NEWS			30		\$200.00	10/28	10/28	1		SUN		1
OCT/12			30155.00	NOV/12			11920.00				CONTRACT TOTAL		42075.00	
										SPOTS		71		

MARKET TOTALS \$116,875 WSOC 36% WBTW 33% WCNC 22% WCCB 7% WJZY 1% WMYT 0% WAXN 1%  
SVC - NSI DEMOS - RA35+\*